

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit: 3623

Examiner: Sterrett, Jonathan G.

Serial No.: 10/631,837

Filed: August 1, 2003

In re Application of: Naples et al.

Confirmation No.: 1034

Customer No.: 28661

Title: METHODS, SYSTEMS, AND COMPUTER READABLE MEDIA CONTAINING
INSTRUCTIONS FOR EVALUATING THE RETURN ON DIRECT MAIL
MARKETING AND FOR EVALUATING SHIPPING SERVICES

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed June 18, 2010, kindly amend the above-identified application as follows.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 15.